

**COMBINING A MARKER WITH CONTEXTUAL INFORMATION TO
DELIVER DOMAIN-SPECIFIC CONTENT**

ABSTRACT OF THE DISCLOSURE

[0049] A system and method provides content to a mobile device in response to a marker received from the device and an associated context. A mobile device user initiates delivery of content or another action by entering the marker into the mobile device. The mobile device transmits the marker to a mobile network support system having a context server for supplying a context for the marker. The support system forms a message including the marker and context, and sends it to a content server. The content server uses the context to map the marker to a domain, retrieves from a content database the content identified by the marker and domain, and sends the content to the mobile network support system or performs another action with the content. The mobile network support system then transmits the content back to the mobile device.

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